

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT1/12 14.23  
\*\*\* WFTV-TV \*\*\*

REP HEADLINE# 6144656 TRF# 311939  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/DCCC REP. # OFF. # 6556 SALESMAN #  
AGY # 3748 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN  
3050 K ST NW, SALES PRSN WA- JOE KNAUER  
WASHINGTON, DC 20007

ORDER # CONTRACT # 6144656 CLASS: NATL. LOCAL REGIONAL  
PRDCT DCCC EST#1199 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT9/12 OCT15/12 WK-1  
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT1/12 14.23

REP: TO LENA  
FR JULIE  
OK'D ML  
TTLS RTS  
PLS CFM,T HX 10/1

STA:  
CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	S		1200N-1230P	30		\$500.00	10/13	10/13	0		SAT	0
PROGRAM : NOON NEWS SAT												
31	A		1130P-1200M	30		\$2,000.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS												
ORD COM1: NEWS AFTER FBALL												
THIS IS A MAKE-GOOD FOR OCT13 ON LINE-15 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT13 ON LINE-22 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 1199

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

22	S		600P-630P	30		\$1,500.00	10/13	10/13	0		SAT	0
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PROGRAM : EYEWITNESS NEWS

STATION MAKEGOOD OFFERS:

M1	OK'D	BUY#15	MISSED: SAT/1200N-1230P	OCT13	30S	\$500.00	(OCT1/12)
		BUY#22	SAT/600P-630P	OCT13	30S	\$1,500.00	
			OFFER: SAT/1130P-1200M	OCT13	30S	\$2,000.00	PLS ADVISE.
			CMT: NEWS AFTER FBALL				

OCT/12	101165.00	CONTRACT TOTAL	101165.00
		TOTAL SPOTS	63

MARKET TOTALS \$297,544    WFTV 34%    WKMG 21%    WESH 28%    WOFL 12%    WKCF 1%    WRBW 2%    CABL 0%

WOPX 0%    WRDQ 2%    EFTV 0%

SVC- NSI

DEMOS- RA35+\*

MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME

P-CLASS, PLAN, SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE